



To: Governor Dugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: March 9, 2018
RE: February 2018 Monthly Status Report

JDH

Global Media and Public Relations

January Domestic Earned Media

Impressions: 192,158,548
Ad Value: \$1,771,745.36
Number of Clips: 113

FY 18 To-Date Domestic Earned Media

Impressions: 1,349,443,757
Ad Value: \$35,068,473.87
Number of Clips: 882

January International Earned Media

Circulation: 6,862,060
Readership: 40,165,418
Ad Value: \$487,178.56
Number of Clips: 24

FY 18 To-Date International Earned Media

Circulation: 1,233,918,283
Readership: 223,677,123
Ad Value: \$25,502,782.74
Number of Clips: 252

- February brought the highly anticipated Travel Massive event that South Dakota Department of Tourism hosted in New York City shortly after President's Day. The team was able to bring along the Mount Rushmore mascots, donations from Wall Drug including fudge, a gift bag, and printed material for each attendee, donated coffee from Cherry Bean Coffee in the eastern part of South Dakota, and the 'Thomas Jefferson' ice cream that Xanterra provided and donated to the event. The team was joined by Lloyd Shelton, the food and beverage manager at Mount Rushmore Xanterra. It was a fantastic event with nearly 100 media professionals in attendance. We heard great things from industry partners and media members that attended the event. Additionally, the team was able to conduct a media outreach effort in NYC while we were as well. We connected with several high profile media members and are scouting some options for hosting in 2018.
- Keegan Carda on the team is working to organize a Meredith Media event on March 20th. Attending will be ten industry partners including CVBs and local businesses across the state. The tradeshow-style event will allow these partners to showcase their destination and products to Meredith travel editors.
- The team is working on several hostings that will happen in 2018 including group and individual media fams. They will be a diverse set of stories from the anniversary of carving of Crazy Horse Memorial, to agritourism and tribal tourism, and big key hits like the buffalo roundup and other national parks and monuments.

Industry Outreach and Development

Industry Outreach

- Worked with the Western Governors Association and Governor's Office on tour options for the WGA Conference being held this coming June in Rapid City.
- Worked with staff on a theme for the 2019 Governor's Conference and started researching speakers for the 2019 Tourism Conference.
- Began working on plans for 2018 National Travel and Tourism Week.
- Shipped 58 bulk requests for literature. This consisted of 1,550 – SD Maps, and 2,590 – Vacation Guides.
- Provided testimony and talking points for SB59, HB1206 and the appropriation amendment for the tourism promotion tax.
- Attended the Chicago Travel and Adventure Show on February 9 – 12, 2018.
- Delivered presentation to the Sioux Falls CVB Council on February 22, 2018.
- Delivered a presentation to the Fort Sisseton Commission on February 15, 2018.
- Researched options for traffic counters and security video for the new welcome centers that will be constructed.
- Conducted industry outreach efforts in Pierre, Sisseton, Deadwood, Sioux Falls and Chamberlain.

Global Marketing and Brand Strategy

Completed Projects:

2018 Peak Marketing

- Traditional Peak efforts (Print, Out-of-Home/Billboards, Direct Mail, etc.) from January 1-February 28, generated 16,750,100 paid impressions.
- Digital efforts (Display, Pay-per-click, Paid Social, Native, etc.) have generated 11,012,963 paid impressions, 434,411 engagements from January 1-February 28.
- Social media efforts (Facebook, Twitter, Instagram and Pinterest) have generated 3,501,658 organic impressions and 171,901 engagements from January 1-February 28.
- With 7 out of 12 Community Co-ops reported, our co-op efforts have created 28,362,785 impressions and 241,371 engagements from January 1-February 28.
- Reviewed, submitted feedback and approved various print, digital, social and TV spots for peak co-op efforts including third TV spot, Brand USA co-op placements, and podcast & radio reads.
- Hosted social media influencers @OrdinaryTraveler and @ItsaHuntsLife as continuation of #SeasonsofSoDak campaign carrying over from Shoulder 2017.

TravelSouthDakota.com and SDVisit.com

- Total TravelSouthDakota.com web sessions through February 28 total 203,141 (up 14.7% over prior year) and new users are up 16.3%.
- South Dakota Vacation Guide requests from the website through February total 33,937 (up 155% over prior year).
- Posted information and live registration for upcoming webinar, "The Rise of the Hyper-Informed Traveler" with Miles Partnership to SDVisit.com. Created, updated and deployed dedicated email to promote along with inclusion in department's February eFYI monthly industry newsletter.
- Posted Great Service Star designees for 2018 to SDVisit.com.
- Worked with Miles Partnerships to publish and post 2018 eVacation Guide on TravelSouthDakota.com along with regional tourism marketing association sites.

Pheasant Fest 2018 – Sioux Falls & 2018 Travel Shows

- Coordinated South Dakota Pavilion at event along with setup and staffed a South Dakota booth. Turnout for event was positive with attendance reported at 28,800 and Pavilion vendors were happy with it.
- Setup and staffed booth at Chicago Travel and Adventure Show February 10-11. Show had strong turnout and booth had great engagement. Staffers Thad Friedman and Kirk Hulstein ran through booth materials with two hours left to go due to demand.
- Prepped and shipped booth pallets for Dallas (March 17-18) and Denver Travel and Adventure Shows (March 24-25).

Other

- Worked with Global Media team on "What's New" 2018 profile sheet for press release and other uses.
- Worked with Deputy Secretary Wanda Goodman on proposal piece for Family Travel Summit convention bid.
- Coordinated and held all-agencies brand standards meeting with representatives from L&S, MMGY, Miles Partnership and department in Pierre on February 7. New Brand Standards Guide to come in March, until then all agencies have been applying more cohesive creative across agencies and media channels.
- Photo requests completed:
 - **In-state requests:** Glacial Lakes Tourism, Watertown; South Dakota Magazine, Yankton; Governor's Office of Economic Development, Sioux Falls; South Dakota Historical Society, Pierre; Lynn's Dakotamart, Pierre; Black Hills Central Reservations, Deadwood; Game, Fish & Parks, Pierre; Lawrence County, Deadwood; Deadwood Chamber of Commerce; Badlands Conservatory, Interior; Destination Rapid City; Mile Up Marketing, Lead; South Dakota Public Broadcasting, Vermillion; TDG, Deadwood; Dakota Spur Hotel, Lead; Black Hills & Badlands Tourism, Rapid City.
 - **Out-of-state requests:** Rocky Mountain International, WY; Sydney Morning Herald, Australia; Kane County Magazine, IL; Tracks and Trails RV Adventures, CO; AAA World, DE.

Projects in Progress:

2018 Peak

- Continue meeting and working with Black Hills and Badlands Tourism Association, Custer, Custer State Park, Deadwood, Hot Springs, Pierre, Sioux Falls, Spearfish, Sturgis, and Yankton on peak co-op calendars and creative for launch this winter and spring.
- Working with Brand USA and Miles Partnership on Road Trip video series targeting international audiences through VisittheUSA.com. Shoot is early June in Black Hills and includes partners: Black Hills and Badlands Tourism Assoc., Custer State Park, Crazy Horse Memorial, Visit Rapid City, and Xanterra Mount Rushmore Concessions.
- Reviewed, submitted feedback, and approved creative for 2018 Programmatic Direct Mail efforts. Working with MMGY on setup of prize signup page on TravelSouthDakota.com for trip giveaway component. People who visit TravelSouthDakota.com from mid-January-June but don't request a Vacation Guide or sign up for our Travel Smart newsletter will receive the surprise follow up mail piece encouraging them to sign up for trip giveaway plus receive a free Vacation Guide.
- Working with MMGY on both in-market activations for the upcoming spring/summer in select markets plus peak social media campaign.

Global Travel and Trade

Trade Show and Mission Follow-up to Tour Operators and Media

- Go West Summit – Salt Lake City, UT – January 15-19, 2018
- Nordic Mission – Iceland, Norway, Denmark, Sweden – January 26-February 2, 2018
- American Bus Association Annual Marketplace – Charlotte, NC – January 26-30, 2018

NAJ -RTO Summit in Marina Del Rey, CA, February 21-23, 2018

- Attended NAJ Summit and met with 20 United States based receptive tour operators discussing current product and gave ideas to develop product into South Dakota. Followed up with each tour operator following the show with additional information and contacts to further book business.

International Guide

- We worked with Miles Partnership to produce multi-language International Guide. We have just received the printed guides as well as the eversions that will live on our website.
 - Chinese Simplified - <http://digital.milespartnership.com/publication/?i=479773>
 - French - <http://digital.milespartnership.com/publication/?i=479776>
 - Italian - <http://digital.milespartnership.com/publication/?i=479775>
 - German - <http://digital.milespartnership.com/publication/?i=479772>
 - English - <http://digital.milespartnership.com/publication/?i=467125>

American Tours International

- In a partnership with American Tours International (ATI) South Dakota will be featured in a four page spread as well as the back cover of the 2018 Where Next Magazine. This magazine showcases top destinations that ATI has tours too. ATI is one of the World's Largest Receptive Operators.

FAM Tours

- Working with a variety of companies across many markets to plan pre and post FAM tours for IPW which will be held in Denver on May 20-23, 2018.
 - Key Companies:
 - Canusa- Germany
 - ATI- USA Based, but sells all over Europe
 - Chinese Trade Fam
 - ND/SD shared fam to promote region

International Proposal Reviewing and Planning

- Currently looking forward to FY19 and making decisions on marketing activities for our major international markets.

South Dakota Arts Council

Grants

	February	CY18 YTD	CY17 YTD
Artists in Schools & Community bookings	13	28	30
Touring Arts bookings	6	13	12

- After remaining open for more than two months, applications for **South Dakota Arts Council (SDAC) grant support for FY19** closed at the end of February (technically, the deadline was 11:59 p.m. March 1). Grants are available for individual artists and arts educators as well as for nonprofit organizations and other eligible groups including schools, care facilities, units of government, and churches. Approximately **142 eligible applications** were received for general funding support as well as many additional applications for residencies through the Artists in Schools & Communities program.
- **SDAC reviews grant proposals through peer review**, with each panel consisting of three or four panelists, including an SDAC board member serving as panel chair, at least one in-state panelist, and at least one out-of-state panelist – all with experience/expertise in the field. Panels are set by artistic discipline and will include the following groups in 2018 to review proposals for FY19 funding: Literature, Media Arts, Multidisciplinary #1, Multidisciplinary #2, Multidisciplinary #3, Music, Theater, and Visual Arts. Panels will review and score grant proposals in March and early April ahead of the April 19 SDAC spring grants meeting, during which the Council receives all panel recommendations before making final decisions of grant funding.

Public Relations/Outreach/Media

- In conjunction with Arts South Dakota, sponsored **Arts Day at the Legislature**, which was held Feb. 8 beginning at noon in the Capitol Rotunda in Pierre, though inclement weather cut the planned activities a bit short this year. It serves to heighten awareness and appreciation of the arts among legislators and other decision-makers and is attended by board members and staff of both SDAC and Arts South Dakota.
- Completed the [2017 South Dakota Arts Council Annual Report](#), which is available on the SDAC website and was given to all S.D. legislators during Arts Day at the Legislature.
- Finished and distributed the winter issue of [Arts Alive](#), also included as an insert to packets delivered to all legislators during Arts Day at the Legislature.
- Issued a [Feb. 28 press release](#) announcing the state finals for the [Poetry Out Loud](#) program, offered nationally by the National Endowment for the Arts and managed at the state level by state arts agencies. The 2018 state finals will take place at Edison Middle School in Sioux Falls, March 12 beginning at 1 p.m. CDT; South Dakota Public Broadcasting will live-stream the event.

Pending Events and Projects

- March 12 – Poetry Out Loud state finals in Sioux Falls.
- March 12-13, 2017 – National Arts Advocacy Day in Washington, D.C. (SDAC Deputy Director Rebecca Cruse will meet with South Dakota’s delegation).